

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Rocky Mountain Chocolate Factory, Inc.

Form: 4

Date Filed: 2018-05-15

Corporate Issuer CIK: 1616262

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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB AF	PROVAL
OMB Number:	3235-0287
F-4:41	become for a constraint

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

stimated average burden hours 0.5 per response...

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Re	esponses)																					
Name and Address of Reporting Person [*] Coupe Donna L.					F	Issuer Name and Ticker or Trading Symbol Rocky Mountain Chocolate Factory, Inc. [RMCF]										5	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner					
(Last) (First) (Middle) 265 TURNER DRIVE						Date of Earliest Transaction (Month/Day/Year) 05/15/2018											X Officer (give title below) Other (specify below) VP Franchise Support					
(Street)																Individual or Joint/Group Filing(Check Applicable Line) X_Form filed by One Reporting Person Form filed by More than One Reporting Person						
DURANGO, CO 81303 (City) (State) (Zip)							Table I - Non-Derivative Securities Acqui											ed. Disposed o	of, or Bene	ficially Owned		
1.Title of Security	у				2. Transa	action	2A.	2A. Deemed		3.	. Transact			4. Securities Acquired (A)						7. Nature		
(Instr. 3)			Date (Month/Day/Ye		ır) any	Execution Date any Month/Day/Y		(I	ode nstr. 8)				osed of (D) 3, 4 and 5)			Following Reported Transaction(s) (Instr. 3 and 4)			Ownership Form: Direct (D) or Indirect	of Indirect Beneficial Ownership (Instr. 4)		
										Codo		, ,	mount	(A) or	Price	_	(1)			(I)	(111001: 4)	
Common					05/15/2	2018				+	Code	+	-	,300	(D)	\$ 11.	_	3,500			(Instr. 4)	
Common					05/15/2	2018					S				D	\$ 11.51	7	7,800			D	
Common																	2	2,895.46			I	by 401k (plan)
Reminder: Repo	rt on a separat	te line	for each	class	of securit	ies ben	eficia	lly owr	ned dii	rectly	or indirec	tly.										
	<u> </u>											Per						ection of infor				1474 (9-02
															equirea iumber.	to resp	pona	l unless the for	m displays	a currently va	ıliq	
					Т	Γable II					s Acquire							wned				
1. Title of	2.	3. T	ransaction	1	3A. Deem	ed		_	_		rrants, or mber of	_			rcisable	_		and Amount of	8. Price of	9. Number of	10.	11. Nature
Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative	€	th/Day/Year) (Month/D			f Cod (Inst	Code Der (Instr. 8) Sec Acc Dis			rivative a curities (quired (A) or sposed of (D)			and Expiration Date (Month/Day/Year)			derlyir	ng Securities and 4)		Derivative Securities Beneficially Owned	Ownership Form of	of Indirect Beneficial Ownership (Instr. 4)	
	Security						(II)		(IIIStr.	3, 4, and		Date		Evnirati	Expiration		nount or		Reported	or Indirect		
							С	ode	v	(A)	(D)			ercisable Da	Date	Title	Nur	mber of Shares		Transaction(s) (I) (Instr. 4) (Instr. 4)	(I) (Instr. 4)	
Reporting	g Owne	rs																				
- · · · · ·					R	elation	ships	5														
Reporting Own	er Name / Add	aress	Director	109	% Owner	Officer	er Other															
Coupe Donna L. 265 TURNER DRIVE VP DURANGO, CO 81303							Franchise Support															
Signature	es																					
/s/ Donna L.	Coupe		05/15/2	018																		
Signature of Reporting			Date																			
Explanati	ion of R	esp	onse	es:																		
* If the form is fil ** Intentional mis 78ff(a).									olation	ıs. <i>Se</i>	e 18 U.S.	C. 1	1001	and 15	U.S.C.							
Note: File three o	copies of this F	orm,	one of wh	ich m	nust be ma	nually	signed	d. If sp	ace is	insuf	ficient, se	e In	nstruc	ction 6 f	or proce	edure.						
Potential persons	s who are to re	spond	d to the co	llect	on of infor	mation	conta	ined ir	n this t	form a	are not red	quir	ed to	respon	nd unles	s the fo	rm di	isplays a curren	itly valid ON	IB number.		

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(Print or Type R	Responses)																
1. Name and A Coupe Donr		2. Issuer N Rocky Mo					g Symbol ctory, Inc	c. [RM0	Relationship of Reporting Person(s) to Issuer (Check all applicable) Director								
265 TURNE		(First)		. Date of Ea 5/15/201		ransac	tion (Mo	nth	n/Day/Year)		X_ Officer (give title below) Other (specify below) VP Franchise Support						
	. If Amendr	ment, Da	ate Oriç	ginal File	ефм	lonth/Day/Year	·)	Individual or Joint/Group Filing(Check Applicable Line) X_Form filed by One Reporting Person									
DURANGO,								Form filed by More than One Reporting Person									
(City)		(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially														
(Instr. 3) Date			2. Transaction Date (Month/Day/Year	2A. Deemed Execution Date, i ar) (Month/Day/Year		if Code (Instr		on	4. Securities Acquire or Disposed of (D) (Instr. 3, 4 and 5)			(A)	Amount of Securities Beneficially Owner Following Reported Transaction(s) (Instr. 3 and 4)			6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership
						C	Code	V	/ Amount	(A) or		ce				or Indirect (I) (Instr. 4)	(Instr. 4)
Common			05/15/2018				S		1,300	D	\$ 11	.5	8,500			D	
Common	05/15/2018				S		700	D	\$ 11.5	51	7,800			D			
Common													2,895.46			I	by 401k (plan)
Pomindor: Pon	ort on a conara	te line for each clas	e of eccurities bone	oficially own	nod dire	ctly or i	indirocth	.,									
			Table II				fo C Acquired	orm OME d, D		equired number. f, or Be	to res	spor ally	ollection of inform and unless the for Owned				1474 (9-02)
Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Yea	3A. Deemed Execution Date, if any (Month/Day/Year)	if Code (Instr. 8) S		isposed	re	a (1	5. Date Exe and Expirati Month/Day	on Date	Under		e and Amount of lying Securities 3 and 4)	8. Price of Derivative Security (Instr. 5)		Form of Derivative Security: Direct (D)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
						(A)	(D)		Date Exercisable	Expiration Date	on Titl	le I	amount or Jumber of Shares		Reported Transaction(s) (Instr. 4)	or Indirect (I) (Instr. 4)	
Reportin	ng Owne	rs															
Reporting Own	ner Name / Add	dress	Relation	ships													
Coupe Donr 265 TURNE DURANGO,	R DRIVE	Director 10	% Owner Officer	ranchise	Suppo	Ott	her										
Signatur	es																

Explanation of Responses:

/s/ Donna L. Coupe

Signature of Reporting Person

 $^{\star}\,$ If the form is filed by more than one reporting person, see Instruction 4(b)(v).

05/15/2018

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.